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Docket No.: 60097-0112

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A process method for video frame-specific tagging of media streams with tag translation at a receiver, comprising the steps of:
receiving a media stream at said receiver;
storing said media stream on a storage device on said receiver;
detecting video frame-specific tags inserted into said media stream;
processing said tags;
performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and
displaying program material in said stored media stream from said storage device to a viewer[[;]]
~~wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~
2. (Currently Amended) The process method of claim 1, wherein tags indicate start and end points of a program segment within a media stream.
3. (Currently Amended) The process method of claim 2, wherein said displaying step skips over said program segment in response to [[a]] receiving viewer pressing a button-on-a-remote input device.
4. (Currently Amended) The process method of claim 2, wherein said displaying step automatically skips said program segment.
5. (Currently Amended) The process method of claim 1, wherein said processing step displays a menu to the viewer based on information included in a tag.

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6. (Currently Amended) The process method of claim 1, wherein said processing step records a current program in said media stream on said storage device based on information included in a tag.

7. (Currently Amended) The process method of claim 1, said processing step further comprising the steps of:

displaying multiple icons to a viewer;
accepting viewer input information;
~~allowing the viewer to scroll~~ through said multiple icons based on the viewer input information;
selecting a particular icon based on the viewer[[s]] input information; and
performing an action associated with the selected icon.

8. (Currently Amended) The process method of claim 1, further comprising the steps of:

wherein said processing step displays an icon to a viewer based on information included in a tag;
accepting viewer input information;
~~interacting with the viewer in response to accepting viewer input information,~~
performing one or more actions based on the tag information;
~~saving an exit point in the program material prior to performing the one or more actions upon interacting with the viewer;~~ and
~~wherein the viewer is returned returning to said exit point upon completion of any interaction the one or more actions.~~

9. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises[[ing]] the steps of:

presenting a plurality of menus to the viewer for generating a lead; and
~~forwarding the viewer's contact information of the viewer to a third party upon viewer approval.~~

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10. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises[[ing]] the steps of:

presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and

forwarding the viewer's purchase information of the viewer to [[the]] a proper merchant.

11. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises[[ing]] the step of:

presenting a set of program recording options to the viewer; and

scheduling program material the viewer's based on recording preferences options selected.

12. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises[[ing]] the step of:

presenting [[the]] content of a Web site's Web page to the viewer in response to based on the viewer[[s]] input information; and

wherein the viewer is allowed to interact with said Web site based on the viewer input information.

13. (Currently Amended) The process method of claim 1, wherein said tags allow a system administrator to remotely configure said receiver.

14. (Currently Amended) The process method of claim 1, further comprising the steps of:

marking indexes in said media stream based on tag information; and

jumping to an index selected by [[a]] the viewer.

15-27 (Cancelled)

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28. (Currently Amended) An apparatus for video frame specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising:

a storage device on said receiver;

a module ~~for receiving~~ that receives said media stream at said receiver;

a module ~~for storing~~ that stores said media stream on said storage device;

a module ~~for detecting~~ that detects video frame-specific tags inserted into said media stream;

a module ~~for processing~~ that processes said tags;

a module that performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and

a module for displaying ~~that displays~~ program material in said stored media stream from said storage device to a viewer[[;]]

~~wherein said processing module performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~

29. (Currently Amended) The apparatus of claim 28, wherein tags indicate [[the]] start and end points of a program segment within a media stream.

30. (Currently Amended) The apparatus of claim 29, wherein said displaying module ~~that displays program material~~ skips over said program segment in response to [[a]] ~~receiving~~ viewer pressing a button on a remote input device.

31. (Currently Amended) The apparatus of claim 29, wherein said displaying module ~~that displays program material~~ automatically skips said program segment.

32. (Currently Amended) The apparatus of claim 28, wherein said processing module ~~that processes said tags~~ displays a menu to a viewer based on information included in a tag.

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33. (Currently Amended) The apparatus of claim 28, wherein said processing module that processes said tags records a current program in said media stream on said storage device based on information included in a tag.

34. (Currently Amended) The apparatus of claim 28, said processing module that processes said tags further comprising:

a module for displaying that displays multiple icons to a viewer;
a module for accepting that accepts viewer input information;
a module for allowing the viewer to scroll that scrolls through said multiple icons based on the viewer input information;
a module for selecting that selects a particular icon based on the viewer[[s]] input information; and
a module for performing that performs an action associated with the selected icon.

35. (Currently Amended) The apparatus of claim 28, further comprising:

wherein said processing module that processes said tags displays an icon to a viewer based on information included in a tag;
a module for accepting that accepts viewer input information;
a module for interacting with the viewer that performs one or more actions based on the tag information in response to accepting the viewer input information;
wherein said displaying module that displays program material saves an exit point in the program material prior to performance of the one or more actions upon interacting with the viewer; and
wherein said module that displays program material the viewer is returns[[ed]] to said exit point upon completion of any interaction the one or more actions.

36. (Currently Amended) The apparatus of claim 35, further comprising:

a module for presenting that presents a plurality of menus to the viewer for generating a lead; and
a module for forwarding that forwards the viewer's contact information of the viewer to a third party upon viewer approval.

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37. (Currently Amended) The apparatus of claim 35, further comprising:
a module for presenting that presents a plurality of menus to the viewer for generating a sale of an advertised product or service; and
a module for forwarding that forwards the viewer's purchase information of the viewer to [[the]] a proper merchant.

38. (Currently Amended) The apparatus of claim 35, further comprising:
a module for presenting that presents a set of program recording options to the viewer; and
a module for scheduling that schedules program material the viewer's based on recording preferences options selected.

39. (Currently Amended) The apparatus of claim 35, further comprising:
a module for presenting that presents [[the]] content of a Web site's Web page to the viewer in response to based on the viewer['s] input information; and
wherein the viewer is allowed to a module that interacts interact with said Web site based on the viewer input information.

40. (Original) The apparatus of claim 28, wherein said tags allow a system administrator to remotely configure said receiver.

41. (Currently Amended) The apparatus of claim 28, further comprising:
a module for marking that marks indexes in said media stream based on tag information; and
a module for jumping that jumps to an index selected by a viewer.

42-54 (Cancelled)

55. (Currently Amended) A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform

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method steps for video frame-specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising the steps of:

receiving said media stream at said receiver;

storing said media stream on a storage device on said receiver;

detecting video frame-specific tags inserted into said media stream;

processing said tags;

performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and

displaying program material in said stored media stream from said storage device to a viewer[[;]]

~~wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~

56. (Currently Amended) The method program storage medium of claim 55, wherein tags indicate [[the]] start and end points of a program segment within a media stream.

57. (Currently Amended) The method program storage medium of claim 56, wherein said displaying step skips over said program segment in response to [[a]] receiving viewer pressing a button on a remote input device.

58. (Currently Amended) The method program storage medium of claim 56, wherein said displaying step automatically skips said program segment.

59. (Currently Amended) The method program storage medium of claim 55, wherein said processing step displays a menu to a viewer based on information included in a tag.

60. (Currently Amended) The method program storage medium of claim 55, wherein said processing step records a current program in said media stream on said storage device based on information included in a tag.

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61. (Currently Amended) The method program storage medium of claim 55, said processing step further comprising the steps of:

displaying multiple icons to a viewer;

accepting viewer input information;

~~allowing the viewer to scroll through said multiple icons based on the viewer input information;~~

selecting a particular icon based on the viewer[[s]] input information; and

performing an action associated with the selected icon.

62. (Currently Amended) The method program storage medium of claim 55, further comprising the steps of:

wherein said processing step displays an icon to a viewer based on information included in a tag;

accepting viewer input information;

~~interacting with the viewer in response to accepting the viewer input information, performing one or more actions based on the tag information;~~

~~saving an exit point in the program material prior to performing the one or more actions upon interacting with the viewer; and~~

~~wherein the viewer is returning[[ed]] to said exit point upon completion of any interaction the one or more actions.~~

63. (Currently Amended) The method program storage medium of claim 62, wherein performing the one or more actions further comprises[[ing]] the steps of:

presenting a plurality of menus to the viewer for generating a lead; and

forwarding the viewer's contact information of the viewer to a third party upon viewer approval.

64. (Currently Amended) The method program storage medium of claim 62, wherein performing the one or more actions further comprises[[ing]] the steps of:

presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and

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forwarding ~~the viewer's purchase information of the viewer to [[the]] a proper merchant.~~

65. (Currently Amended) The ~~method program storage medium~~ of claim 62, wherein performing the one or more actions further comprises[[ing]] the step of:

~~presenting a set of program recording options to the viewer; and scheduling program material the viewer's based on recording preferences options selected.~~

66. (Currently Amended) The ~~method program storage medium~~ of claim 62, wherein performing the one or more actions further comprises[[ing]] the step of:

~~presenting [[the]] content of a Web site's Web page to the viewer in response to based on the viewer[[s]] input information; and wherein the viewer is allowed to interacting with said Web site based on the viewer input information.~~

67. (Currently Amended) The ~~method program storage medium~~ of claim 55, wherein said tags allow a system administrator to remotely configure said receiver.

68. (Currently Amended) The ~~method program storage medium~~ of claim 55, further comprising ~~the steps of:~~

~~marking indexes in said media stream based on tag information; and jumping to an index selected by a viewer.~~

69-81. (Cancelled)

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The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application.

Please charge any shortages or credit any overages to Deposit Account No. 50-1302.

Respectfully submitted,

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Dated: 6/11/09

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